

Introduction to the “Integrating Business Operations, Information Technologies, and Consumer Behavior” Minitrack

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This year the “Integrating Business Operations, Information Technologies, and Consumer Behavior” minitrack at HICSS has accepted a total of seven papers, which explore the increasing complex roles that advanced information technologies such as Web 2.0, mobile, and cloud computing play in business operations and strategies, and consumer decisions and activities. The seven accepted papers are as follows:

- *Computational Social Science Fusion Analytics: Combining Machine-Based Methods with Explanatory Empiricism*: This article discusses the emergence of the computational social science analytics fusion as a mainstream scientific approach, which involves machine-based methods and explanatory empiricism. It provides the basis for the discovery of new policy related insights for business, consumer and social settings.
- *What Drives Successful Complaint Resolutions on Social Media? Evidence from the Airline Industry*: This paper study the influencing factors of customer satisfaction on social media based complaint resolution using a unique Twitter dataset. It is the first to empirically investigate the potential drivers of successful complaint resolutions in the context of social media customer service, and it contributions to social media related studies and literature on complaint management.
- *Optimal Subsidy and Tax Policies for Green Product with Consumer Environmental Awareness*: This paper investigated the government’s optimal subsidy and tax policies in response to consumer environmental awareness and the manufacturers’ product selection plus quality and pricing decisions. The equilibria under different policy combinations (subsidizing/taxing the manufacturers or consumers) were derived.
- *Linking technological system architecture and purchasing categories*: this paper presented a theoretical framework connecting system structures and component purchasing categories. By examining

the extents and directions of indirect and direct dependencies at the technological systems level, the paper identifies the purchasing category to which each component is most likely to belong.

- *Optimal nutrition care for all, from policy to action - a national nutrition program in Israel*: Malnutrition is a significant public-health problem in both developing and developed countries. But this problem has been poorly understood, overlooked, and under-detected, its financial implication has not been systemically established or studied, and the management of malnutrition has not been evaluated correctly. To fill the research gap, this paper develops a nationwide policy for optimal nutrition care for all by accessing and utilizing big data sets from HMOs that provide coverage for all Israelis.
- *Go with the Flow - Design of Cloud Logistics Service Blueprints*: This paper examines the design of cloud logistic blue prints using the design science paradigm. The authors provide definition of cloud logistics by examining relevant cloud logistic literature. They develop the cloud logistics service blueprint based on three engineering methods (Extended Services Blueprinting, Domain Engineering, and General Morphological Analysis). The proposed blueprint is evaluated using two international Logistic Service Providers to demonstrate its benefits.
- *Managing Migraine via Telemedicine: Clinical Effectiveness and Process Implications*: Telemedicine increases access to patients and reduces travel burden. In the context of an ongoing pilot study of telemedicine for individuals with migraine, the authors completed in-person baseline assessments and follow-up visits via telemedicine to test the hypothesis that follow-up care delivered by telemedicine is at least as effective as with in-office visits.